

Private and
Confidential

SOCIAL SURVEYS (GALLUP POLL) LTD - 53013 - JULY/SEPT 1959

77-80

Reporter's No

Con No

ALL CONTACTS MUST BE GERMAN, DUTCH OR BELGIAN AND MUST HAVE BEEN IN BRITAIN FOR LESS THAN ONE YEAR ON THIS VISIT

1 Are you - German? 17 1
Belgian? 2
Dutch? 3

2 How many nights did you spend in Britain this time? 1 - 6 nights 18 1
7 - 14 " 2
15 - 21 " 3
22 - 28 " 4
Over 4 weeks - 2 months 5
" 2 months - 3 " 6
" 3 " - 6 " 7
" 6 " - 9 " 8
" 9 " - 12 " 9

3 In which towns did you stay overnight?
In what sort of place(s) did you stay in each of these towns? (Show CARD 1)

Place	Accommodation (Ring all mentioned)						
	1	2	3	4	5	6	7
100's Town Unk	1	2	3	4	5	6	7
19 20 21	1	2	3	4	5	6	7
	1	2	3	4	5	6	7
	1	2	3	4	5	6	7
	1	2	3	4	5	6	7
	1	2	3	4	5	6	7
	1	2	3	4	5	6	7
	1	2	3	4	5	6	7

4 Did you visit any other towns apart from those you stayed in overnight? Yes 22 X
No (skip to Q 5) V

If YES Which ones?

100's Town Unk
24 25 26

If more than one place mentioned in Q's 3 and/or 4

How did you go from place to place in Britain? (Mark all mentioned)
Own private car 1
Hired car 2
Friend's/relative's car 3
Bus/coach 27 4
Rail 5
Motor bicycle/scooter 6
Bicycle 7

Other
(write in)

5 When getting ready for this visit, what were the main things you wanted to do in Britain? (write in and code)

Business
Attend conference 1
Visit exhibition 2
Promote own country's products/services 3
Buy British products, services 4
Attend board, sales, other meeting 5
Take part in business project 6
Take up employment 7
Carry out official duties 8
Professional and other duties 9
Study (other than language - code X0) X
Other business activities V

Pleasure
See friends 10
See relatives 20
See particular towns 30
See particular buildings, sites 40
See festivals, plays, operas 50
Shop at specific places 60
Enjoy specific activities 70
Just holiday/relaxation 80
See sports 90
Learn/improve English X0
Other pleasure activities V0

7 How many times have you visited Britain since the war including this trip?

1 2 3 4 5 30 6
More than 6 7

If FIRST TRIP (others skip to Q 9)

8a) Was Britain much as you expected it to be, or not? Yes, as expected (skip to Q 9) 1
No, not as expected 2

b) If "Not as expected" Was it better, worse or just different? Better 3
Worse 4
Just different 6

ASK ALL

9 How much did you spend altogether on this trip to Britain regardless of who paid expenses? 32 £ sterling
Belgian francs
Deutschmarks
Dutch guilders/florins
Other currency (write in)

(Interviewer If "Don't know" try to get an estimate)

Don't know/cannot estimate X

10. How many people does this total expenditure cover?

1 2 3 4 5 6
More than 6 (write in) 33

11 Did you come on an organised group tour or not? Yes, group 34 1
No 2

12 About how much was your fare to and from Britain? 35 £ sterling
Belgian francs
Deutschmarks
Dutch guilders/florins
Other currency (write in)

Don't know/cannot estimate X

13a) What three things or occasions did you most enjoy on this visit to Britain?

1. 100's Town Unk
2. 100's 100's Town Unk
3. 36 37 38 39

b) And the three you enjoyed least?

1
2 40 41 42 43
3

14. What did you think of the English breakfast? Liked it 1
Did not like it 2
Indifferent 3
Did not have it 4

15a) Was there any place where you particularly liked the lunch or the evening meal? Yes 45 1
No (skip to Q 16) 2

If YES

15b) Can you recall what kind of place this was where you had the good food? Hotel 46 1
Restaurant 2
Inn 3
Pub/public house 4
Cafe 5
Snack bar 6
Relative's house 7
Friend's house 8

Other
(write in)

Can't recall X

15c) Can you recall the name of this place/these places?

Write in Tens Units
47 48
Can't recall name X

d) Would you say that the meal was traditionally English or was it Continental/European style of cooking or what? Traditionally English 1
Continental/European 2
Other (write in) 49
Don't know 6

ASK ALL

16 How far up or down this scale would you rate English food? (Show Stapel Scale card - vertically)

1 2 3 4 5 6 7 8 9 X V 50

17a) Was there anything you needed to know about Britain before you came? Yes 51
No (skip to Q 18) 2

If YES

b) Which of these did you want to know about? (Show CARD 5 - mark all mentioned)
Places to visit 52
Time tables 2
Accommodation/hotels 3
Transport to use 4
Language difficulties 5
Clothes to wear 6
Climate 7
Probable costs/exchange rates 8
Tips/tipping 9

Anything else?
(write in)

c) How did you try to get this information? Friends/relatives 53
Bank manager 2
Travel agents 3
Guide books 4
Railway/shipping line/airline 5
Someone at work 6
Newspapers 7
Magazines 8

Other
(write in)

d) Did you find out all you needed to know? Yes (skip to Q 18) 1
No 2

e) If NO What did you fail to find out about? (write in)

54

ASK ALL

18 Can you remember when you first thought of making this trip to Britain?

Month (write in) 55 Year (write in) 55
Can't remember X

19 When did you buy your ticket for the journey to Britain and when did you book accommodation?

	Ticket	Accommodation
1959		
September	1	1
August	2	2
July	3	3
June	4	4
May	5	5
April	6	6
March	7	7
February	8	8
January	9	9
1958		
December	56 57	X 88
November	V	V
October	10	10
September	20	20
August	30	30
July	40	40
June	50	50
Earlier	60	60
Didn't book in advance	70	70
Stayed with relatives/friends	80	80
Can't recall	90	90

20 In the last week before you left home, which of these newspapers or magazines did you buy or were delivered to your home? (Show CARD 1 - write in all code nos. mentioned)
50 40 30 20 10 5

21 Would you mind telling me your occupation?

(Write in and code below) 66 No one is
Retired, not working 0

Manual	Non-manual
Factory <u>1</u>	Professional <u>6</u>
Transport <u>2</u>	Director, proprietor, manager <u>7</u>
Building <u>3</u>	Shop, personal service <u>8</u>
Farm <u>4</u>	Office and others <u>9</u>
Other manual <u>5</u>	Student <u>X</u>
	Housewife <u>V</u>

22 Would you mind telling me the occupation of the chief wage earner in your family?

(Write in and code below) 68 No one is
Self, chief wage earner X
Retired, not working V

Manual	Non-manual
Factory <u>1</u>	Professional <u>6</u>
Transport <u>2</u>	Director, proprietor, manager <u>7</u>
Building <u>3</u>	Shop, personal service <u>8</u>
Farm <u>4</u>	Office and others <u>9</u>
Other manual <u>5</u>	Student <u>X</u>
	Housewife <u>V</u>

Is I said before, this enquiry is entirely confidential and you don't have to answer this question, but I wonder if you would give me your name and address? (Interviewer Be sure to get town and Province in all cases In case of difficulty get the contact to write it himself) (Please PRINT)

Mr. _____
Mrs. _____
Miss _____
Full postal address _____

Town Tens Units
Province/land 75 76 Country _____

I hereby attest that this is an interview strictly in accordance with your directions

Signed _____

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- CS 3013

Q.1

- i) Must be marked either 1, 2 ^{or} ~~and~~ 3. If not marked, try to get nationality from address if you cannot get nationality, pull out.
- ii) Check Q.1 with address, if they differ, pull out as query after completing rest of coding.

Q.2

V No answer, and count number of no answers.

Q.3

Place

London 1

English Coastal Resorts and Towns:

Bournemouth 2

Brighton 3

Dover 4

Eastbourne 5

Folkestone 6

Hastings 7

Liverpool 8

Margate/Cliftonville 9

Ramsgate X

One or more other South Coast resorts and
Channel Islands V

One or more other South West Coast
resorts 10

One or more other East Coast resorts 20

One or more other North West Coast
resorts and Isle of Man 30

One or more other North East Coast resorts 40

Rest of code list for towns continued overleaf

continued

Q.3 (continued)

Other English Inland Towns:

Cambridge	50
Canterbury	60
Hampton Court	70
Lake District	80
Oxford	90
Stratford-on-Avon	X0
Windsor	V0

One or more other English abbey and cathedral cities	100
One or more other English ⁱⁿ Midland towns	200

Scotland

Edinburgh	300
Glasgow	400
Inverness	500
One or more other places in Scotland	600

Wales:

~~All mentions~~	~~700~~
Country only mentioned	900
Cannot recall	X00
No answer	V00

Northern Ireland

All mentions	800
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Accommodation In each line where a town is mentioned Code 8 for no answer if accommodation part not answered.

If not answered, see from rest of the Q.
 If nothing filled in ring V (pre-code)
 If filled in ring X (pre-code)

Q.4 Code same as for Q.3 (place)

Q.5 If more than 1 place mentioned in Q.3 or 4 Other 0
 No answer X

If only 1 mentioned in Q.3 and/or Q.4 code V

Q.6 Check that coded answer corresponds with written-in answer

Q.7 No answer V

Q.8a No answer 3

Q.8b No answer 7

Q.9 The amount given in Q.9 must be more than that given in Q.12. If not, add amount to Q.12 to that in Q.9 and use the sum of the two as answer to Q.9. Then code as follows

Code	£ Sterling	Belgian Francs	Dutch Guilders.	German Marks
1	1. Up to £10	1. Up to 1420	1. Up to 107	1. Up to 118
2	2. Over £10 - 25	2. Over 1420 - 3550	2. Over 107 - 367.5	2. Over 118 - 295
3	3. Over £25 - 50	3. Over 3550 - 7100	3. Over 367.5 - 535	3. Over 295 - 590
4	4. Over £50 - 75	4. Over 7100 - 10650	4. Over 535 - 802.5	4. Over 590 - 885
5	5. Over £75 - 100	5. Over 10650 - 14200	5. Over 802.5 - 1070	5. Over 885 - 1180
6	6. Over £100 - 150	6. Over 14200 - 21300	6. Over 1070 - 1605	6. Over 1180 - 1770
7	7. Over £150 - 200	7. Over 21300 - 28400	7. Over 1605 - 2140	7. Over 1770 - 2360
8	8. Over £200 - 300	8. Over 28400 - 42600	8. Over 2140 - 3210	8. Over 2360 - 3540
9	9. Over £300 - 500	9. Over 42600 - 71000	9. Over 3210 - 5350	9. Over 3540 - 5900
0	0. Over £500	0. Over 71000	0. Over 5350	0. 5900
X	X. Don't know	X. Don't know	X. Don't know	X. Don't know
V	V. No answer	V. No answer	V. No answer	V. No answer

£1 = Belgium Franc.142 = Dutch Guilder 10.7 = German Marks 11.80

Q.10 More than 6 X

No answer V

Q.11 No answer 3

Q.12

Code.	£ Sterling.	Belgian Francs	Dutch Guilders	German Marks
1	1. Up to £5	1. Up to 710	1. Up to 53.5	1. Up to 59
2	2. Up to £5 - £10	2. Over 710 - 1420	2. Over 53.5 - 107	2. Over 59 - 118
3	3. Over 10 - 20	3. Over 1420 - 2840	3. Over 107-214	3. Over 118 - 236
4	4. Over 20 - 30	4. Over 2840 - 4260	4. Over 214 - 321	4. Over 236 - 354
5	5. Over 30 - 40	5. Over 4260 - 5680	5. Over 321 - 428	5. Over 354 - 472
6	6. Over 40 - 50	6. Over 5680 - 7100	6. Over 428 - 535	6. Over 472 - 590
7	7. Over 50 - 75	7. Over 7100 - 1065	7. Over 535 - 802.5	7. Over 590 - 885
8	8. Over 75 - 100	8. Over 10650 - 14200	8. Over 802.5 - 1070	8. Over 885 - 1180
9	9. Over 100 - 250	9. Over 14200 - 35500	9. Over 1070 - 2675	9. Over 1180 - 5900
0	0. Over 250	0. Over 35500	0. Over 2675	0. Over 5900
X	X. Don't know	X. Don't know	X. Don't know	X. Don't know
V	V. No answer	V. No answer	V. No answer	V. No answer

40 Free lanes

Additional Codes (pull out from "other")Q. 13a

- 1000 Buses/trains/underground/ general comments on public transport.
- 2000 Visiting monuments/historical places etc.
- 3000 Hotels/restaurants; good service in hotels/restaurants.

Q. 13b

- 1000 Driving on left hand side.
- 2000 Monetary system/no metric system.
- 3000 Early closing of shops and cafés.
- 4000 Winding/narrow roads.
- 5000 Language difficulties.
- 8000 Expensive tobacco.

Q.13a

1. The scenery/sightseeing (without reference to one specific place)
2. The British people/talking to the people
3. The friendliness of the people/kind/helpful people (see 80)
4. Scenery/sightseeing in Scotland
5. The people in Scotland
6. Rivers in Scotland/England/Wales
7. Swimming/seaside resorts (specific names and general)
8. Museums/art galleries
9. Attractive buildings
- X. Theatre/opera/ballet/cinemas
- V. Fairs
10. Drinks (specific drinks mentioned or general)
20. Tea
30. Shops/shopping 1000 visiting historic places / Mon
40. Food 2000 Trains/underground / bus stations
50. The weather
60. Sports (specific sport and general reference)
70. English houses
80. Helpful policeman/police
90. London (general)
- X0. Specific sights in London.
- V0. Castles
100. Customs/tradition/pageantry
200. Cathedrals/cathedral cities
300. Other specific cities/towns
400. Other specific parts of the country (excluding Scotland - see 4)
500. Other answers
600. On business and had no time for sightseeing
700. Nothing in particular/everything
800. Nothing at all. 200. No answer
900. Parks
- X00. See friends / relatives

Q.13b

1. Customs formalities
2. English trains dirty
3. English trains late
4. Other comments on English trains/British Railways/*underground*
5. The food/general and specific comments on food (see 7)
6. The service in hotels/restaurants/cafes
7. The coffee
8. Queueing
9. Dirty cities
- X. Unspecified dirt
- V. England/specific cities in England, too expensive (food see 10)
10. English food too expensive.
20. English tea
30. Hotel/~~service~~ *poor accommodation expensive*
40. The heat/the weather
50. Pubs/early closing of pubs.
60. Bad information service/no good guides
70. The traffic/traffic in towns
80. The crowds
90. No night life
- X0. Ascot
- V0. Young Englishmen (public school boys; Oxford undergraduates, etc.)
100. English people
200. Too noisy
300. Bad ~~hotel~~ accommodation
400. Comments on or just names of specific English towns
500. The conceit of the English/the idea "England is best"
600. People not very polite/superficial politeness
700. English too Conservative
800. Other things
900. Everything disliked
- X00. Don't know/no answer
- V00. Nothing (at all) disliked

Q.14

7. No answer

Q.15a

9. No answer, but only if rest of Q.15 not answered. If rest of Q.09 answered, ring 7, if 8 ringed, but rest of Q.15 answered, change to ~~6~~ 7

Q.15b

- V. No answer

Q.15c

after keys

Q.15d

5. Other
V. No answer

Q.16

No answer	0
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Q.17a

No answer	3
-----------	---

Q.17b

Other	X
-------	---

No answer	V
-----------	---

Q.17c

Other	X
-------	---

No answer	V
-----------	---

Q.17d

No answer	3
-----------	---

Q.17a

Only if 2 ringed in 17d, if 1 ringed, delete and ring 2. Then code

- 4 The weather
- 5 Bicycle hire
- 6 List of small/cheap hotels
- 7 System of paying on underground
- 8
- 9
- 0 Other
- X Nothing specific/general information
- V No answer

Q.18

- | | | |
|----------------------------|--------------|---|
| Before January 1958 | 1 | |
| January - March 1958 | 2 | |
| April - June 1958 | 3 | |
| July - September 1958 | 4 | |
| October - December 1958 | 5 | |
| January - March 1959 | 6 | |
| April - June 1959 | 7 | |
| July 1959 | 8 | |
| August 1959 | 9 | |
| September 1959 | 0 | |
| ~~No answer~~ | ~~#~~ | |
| 1958 - Year only mentioned | - | X |
| 1959 - | - | Y |
| No answer - write in | - | R |

Q.19

Ticket : No answer - VO under Ticket Column

Accommodation : No answer - VO under Accommodation Column.

Q.20

No answer - leave blank

Q.21

No answer 10

Q.22

No answer 0

Keys

If sex not answered, try to get from name, if impossible, pull out as query

If age not answered, pull out as query

Place of Interview:

<u>Air</u>	K.L. M.	= Sloane Street	BEA - 1
	B.E.A., L.H. & Sabena	= London Airport/Terminal	LH - 2
<u>Sea</u>	Boats	= Hook Day	Sabena - 3
		= Hook Night	KLM - 4
	all other boats	= Dover/Ostend route	Finnan - 5
	No answer	V.	Morton - 6

Class of Travel.

Sea	=	No answer	- 3 and pull out as query	Other - x
Air	=	No answer	- 8 and pull out as query	NA - v

Q.15cRestaurantsA. LONDON RESTAURANTS

- 1 Simpsons/Simpsons of Strand (if Simpsons Piccadilly, pull out as query)
- 2 Scott's Restaurant
3. Cafe Royal
- 4 Lyons Corner Houses - (Like Grill and cheese, Brasserie etc but excluding Hotels, teashops and Wimpey's, except when the Wimpey is part of a Corner House).
5. Forte's Restaurants and Snack bars in London.
6. Named Soho Restaurant
- 7 Unnamed Soho Restaurant
8. Continental Restaurants in London (not those in Soho)
- 9 Other Restaurants in London (excluding Hotels)
- V Restaurants which are part of a hotel.

60 Schmidt

B. GENERAL

10. Trust Houses
20. Cafe Royal Edinburgh
30. Other named Restaurants where name of town is given
40. Other named Restaurants where name of town not given - first try to get name of town with the help of Q. 3/4 . If this is possible fit in appropriate code 1 - 30
- 50 Town only mentioned
Ring X for don't know
- VO. No answer

5/10/1959

CS 3013 - PROVINCE CODES

<u>BELGIUM</u>		<u>HOLLAND</u>		<u>GERMANY</u>	
Antwerp	1	Drenthe	1	Bavaria	1
Brabant	2	Friesland	2	Baden - Wurttemberg	2
Hainaut	3	Gelderland	3	Hessen	3
Lige	4	Groningen	4	Rhineland-Palatinate	4
Lieburg	5	Lieburg	5	Saar	5
Luxembourg	6	North Brabant	6	North-Rhine-Westphalia	6
Namur	7	North Holland	7	Lower Saxony	7
East Flanders	8	Overijssel	8	Schleswig Holstein	8
West Flanders	9	South Holland	9	Hamburg	9
	X	Utrecht	0	Bremen	X
No answer	V	Zeeland	X	Berlin	V
		No answer	V	East Germany	10
				No answer	20

SN: 2303

LICENSED HOTEL _____ 1

UNLICENSED HOTEL _____ 2

BOARDING/GUEST HOUSE _____ 3

HOSTEL _____ 4

WITH FRIENDS/RELATIVES _____ 5

FURNISHED APARTMENT _____ 6

OTHER _____ 7

VERY GOOD _____ 5

GOOD _____ 6

FAIR _____ 7

BAD _____ 8

VERY BAD _____ 9

(Please call by number)

CS 3013

CARD C

TRANSPORT TO USE _____4

ACCOMODATION/HOTELS _____3

SN: 2303

TIME TABLES _____2

PLACES TO VISIT _____1

PROBABLE COSTS/EXCHANGE RATES _____8

CLIMATE _____7

CLOTHES TO WEAR _____6

LANGUAGE DIFFICULTIES _____5

ANYTHING ELSE _____WHAT?

DUTCH NEWSPAPERS

PLEASE CALL BY NUMBER

ALGEMEEN DAGBLAD.....	1	HET VADERLAND.....	12
ALGEMEEN HANDELSBLAD, N.Z.....	2	HET VRIJE VOLK.....	13
DE COURANT-NIEUWS VAN DE DAG.....	3	NIEUWE ROTTERDAMSE COURANT.....	14
DE TIJD.....	4	NIEUWSBLAD VAN HET NOORDEN.....	15
ELSEVIER'S WEEKBLAD.....	5	TELEGRAAF, DE.....	16
GROENE AMSTERDAMMER.....	6	TROUW.....	17
HAAGSCH DAGBLAD.....	7	VOLKSKRANT.....	18
HAAGSCHE COURANT.....	8	VRIJ NEDERLAND.....	19
HAAGSE POST.....	9		
HET PAROOL.....	11		

TURN OVER FOR MAGAZINES.../

DUTCH MAGAZINES

PLEASE CALL BY NUMBER

AUTO REVUE _____ 22

AUTOKAMPIOEN _____ 23

BELLA _____ 24

HET BESTE UIT READER'S DIGEST _____ 25

KAMPIOEN _____ 26

LIBELLE & BEATRIJS _____ 27

MARGRIET _____ 28

PANORAMA & KATHOLIEKE ILLUSTRATIE _____ 29

REIZEN _____ 31

REVUE _____ 32

ROSITA _____ 33

SPIEGEL, DE _____ 34

TOEBISTENKAMPIOEN _____ 35

VROWW EN HAAR HUIS, DE _____ 36